



WTIC-TV

## ORDER

Print Date 10/22/12

Page 1 of 3

Flight Dates 10/19/12-10/22/12

Contract / Revision 399324 - 1

Original Date / Revision  
10/22/12 10/22/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1517

Alt Order # 06381233

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 21% Market Value 84904

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	30%	25471
4WVIT	25%	21226
5WTNH	23%	19528
6WCTX	1%	849
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$15,155.50	\$17,830.00	0.00	10/01/12	10/22/12	24	\$15,155.50	\$17,830.00
Totals	24	\$15,155.50	\$17,830.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/19/12	10/19/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	----1--	:30	1	\$15.00	03	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----1--		1		\$15.00		0.00					
2	61	10/19/12	10/19/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	----2--	:30	2	\$110.00	01	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----2--		2		\$110.00		0.00					
3	61	10/21/12	10/21/12	Su 10a-11a Su 10a-11a	CM	10a-11a	-----2	:30	2	\$190.00	01	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----2		2		\$190.00		0.00					
4	61	10/21/12	10/21/12	Su 7a-9am Su 7a-9am	CM	7a-9am	-----4	:30	4	\$110.00	01	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----4		4		\$110.00		0.00					
5	61	10/21/12	10/21/12		CM	9a-10a	-----2	:30	2	\$150.00	01	0.00	NM	2	\$300.00



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Page 2 of 3

Contract / Revision **399324- 1** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1517**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Fox News Sunday Su 9a-10a Fox News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----2	2		\$150.00		0.00							
6	61	10/21/12	10/21/12	NFL on FOX Early Giants:Sun 1-4pm	CM	1p-4p	-----1	:30	1	\$8,500.00	01	0.00	NM	1	\$8,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$8,500.00		0.00							
E 7	61	10/21/12	10/21/12	Su Prime A Bob Burger/Cleveland	CM	7p-8p	-----1	:30	1	\$1,000.00	01	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$1,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	61	10/15/12-10/21/12		Su Prime A	7p-8p		-----Su	:30	<del>(\$1,000.00)</del>	0.00	NM					
Credited																
E 8	61	10/21/12	10/21/12	Su Prime B1 Simpsons	CM	8p-830p	-----1	:30	1	\$2,000.00	01	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$2,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	61	10/15/12-10/21/12		Su Prime B1	8p-830p		-----Su	:30	<del>(\$2,000.00)</del>	0.00	NM					
Credited																
E 9	61	10/21/12	10/21/12	Su Prime B2 Bob Burgers	CM	830p-9p	-----1	:30	1	\$1,700.00	01	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$1,700.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	61	10/15/12-10/21/12		Su Prime B2	830p-9p		-----Su	:30	<del>(\$1,700.00)</del>	0.00	NM					
Credited																
E 10	61	10/21/12	10/21/12	Su 1130p-1200a Su 1130p-12a	CM	1130p-12a	-----2	:30	2	\$100.00	01	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----2	2		\$100.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	61	10/15/12-10/21/12		Su 1130p-1200a	1130p-12a		-----Su	:30	<del>(\$100.00)</del>	0.00	NM					
Credited																
	2	10/15/12-10/21/12		Su 1130p-1200a	1130p-12a		-----Su	:30	<del>(\$100.00)</del>	0.00	NM					
Credited																
11	61	10/21/12	10/21/12	Su 12a-1230a Su 12a-1230a	CM	12a-1230a	-----1	:30	1	\$75.00	01	0.00	NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$75.00		0.00							
12	61	10/22/12	10/22/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$300.00	01	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	1-----	1		\$300.00		0.00							
13	61	10/22/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$800.00	01	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	1-----	1		\$800.00		0.00							
14	61	10/22/12	10/22/12		CM	730p-8p	1-----	:30	1	\$950.00	01	0.00	NM	1	\$950.00	



WTIC-TV

Print Date: 10/22/12

Page 3 of 3

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Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1517**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 730p-8p M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$950.00		0.00			
15	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,400.00		0.00			
16	61	10/22/12	10/22/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	2-----	:30	2	\$15.00	03	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	2-----					2	\$15.00		0.00			
17	61	10/22/12	10/22/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	2-----	:30	2	\$110.00	01	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	2-----					2	\$110.00		0.00			
N18	61	10/22/12	10/22/12	NLCS on FOX NLCS	CM	730p-11p	3-----	:30	3	\$1,400.00	03	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	3-----					3	\$1,400.00		0.00			
													Totals	24	\$17,830.00